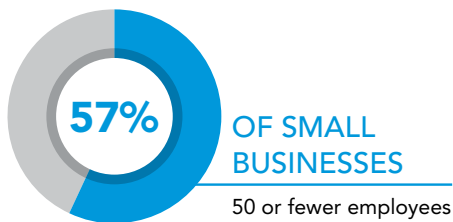
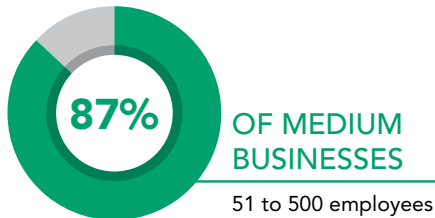
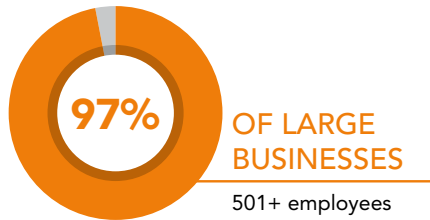


How Do Data Analytics Benefit the US Economy?

69% of US business decision makers say data analytics are important to their companies.



US business decision makers say data analytics will be important to their plans in each of the following areas:

79%

Better serving customer needs

76%

Increasing sales/revenue

72%

Finding opportunities to expand into new markets

70%

Creating new products or services

61%

Adding jobs/hiring more employees

Share of senior US executives saying 10% or more of their companies' growth will be related to data analytics:

